

The Prize-Winning Advt's. in the Ad-Writing Contest

ATTENTION!

**Who Likes To Read A Good Yarn?
Why Everyone, Of Course!**

Well, did you ever stop and consider after you have spent an evening of solid entertainment over one of the new novels, or better still, one of the world's classics—books that will never grow stale with time, what you would do if there were no bookstores where you could go and choose from an unlimited selection? What store does that make you think of?

Douglas' Book Store
THE HOME FOR GOOD BOOKS

If we cannot get that book for you no one else can. Drop in and see our stock the next time you are around this way. All the latest books on display at the best possible prices.

Visitors to the Fair Especially Welcomed

THE DOUGLAS CO., LTD.
10032 JASPER AVE.

"Linked Sweetness Long Drawn Out"

Not a quotation necessarily, but a short description of our CANDY MAKING EXHIBIT to be held at the Edmonton Exhibition.

FREAD'S CANDIES are made wholly in Edmonton by Edmonton Labor and packed in Edmonton made boxes.

See for yourself why FREAD'S CHOCOLATES are guaranteed pure and wholesome; and thereafter ask only for "FREAD'S EDMONTON MADE CHOCOLATES."

"If They're FREAD'S They're Pure."

Made By the

Elite Candy Co.

Lambton Block.

Phone 72316.

WHY WAIT TO SEE A SECOND RUN
COMEDY OF CHAPLIN?

—Don't Wait to Hear Your Neighbor Talk About Him. Save Yourself From Possible Disappointment, and See Him at the

GEM THEATRE

WHERE THE FIRST RUN MUTUAL CHAPLIN
COMEDIES ARE SHOWN EXCLUSIVELY.

Imperial Meat Market

10128 101st Street.

We Have Meat That Can't Be Beat

IMMEDIATE attention given to your order.

MEAT that is tender and juicy is what we sell.

PUT your trust in our delivery service. We deliver promptly.

EVERY housewife is sure of satisfaction who deals with us.

REMEMBER our Phone No. 4924.

IN weights, quality and service we are in the lead.

ABSOLUTELY protected from flies and dust.

LET us supply your meat course for dinner tonight.

One Trial is All We Ask. We Are Confident of Your
Patronage After That.

Here Are The Prize Ad-Writers

ON June 30th The Bulletin published a list of local advertisers who offered a splendid lot of prizes for amateur ad-writers of the city who would submit the best advertisement, the winning effort in each case to be used in this paper. Today the twelve prize advertisements are published, and the names of the winners are given below:

The Douglas Co.—Miss Evelyn Murphy, 10325 132nd St., Fountain Pen.
Elite Candy Co.—L. B. Lent, 34b, Box of Fread's Bitter Sweet Chocolates.
House of Hoberlin—A. L. Marks, 10444 A Wythe Ave., Pair of Trousers.
Hill & Scott—A. Bissett, 10518 85th Avenue.
Moir Mfg. Co.—Miss Esther Johnson, 126th St., Cedar Wax Mop and Half Gallon each Cedar Wax Polish and Cedar Wax Floor Polish. Consolation Prize to Mrs. A. Patterson, 110th St.
Gem Theatre—E. Kreiger, 3937 S'cona Road, 3 months Pass for two; second prize, Chas. E. Clough, 10172 108th St.

Ernest Brown—W. T. Clark, 432 Syndicate Ave., Photos to value of \$8.00, or photo supplies to value of \$5.00.
American Shoe Store—Miss Ida Davy, 28 Sinclair Block, Pair \$5.00 Shoes.
P. Burns, Ltd.—Miss A. Baker, Jasp. & Ave. East, Roast of Beef.
Northern Fiscal Agency—Miss Anna M. Davidson, Room 48, 9542 Jasper Ave., 1,000 shares stock in Great Northern Oil & Asphalt Co.
Jasper Pharmacy—Miss M. Ford, 110th Ave., Lady's Hair Brush and Comb.
Imperial Meat Market—Miss Evelyn Murphy, 10325 132nd St., Leg of Lamb.

These winners are being notified of their success by mail from The Bulletin Office and presentation of the letter from The Bulletin to the advertiser will entitle them to their prize.

Announcement will be made on Friday, July 14th, of the winner of the \$5.00 cash prize donated by The Bulletin.

Wonder What I Look Like?

No, gentle reader, the query is not confined to our lady friends, but the "tired business man" asks himself that question when his friend introduces him to someone else.

WHY?

Because he knows that one of the chief factors in the expression of himself is his appearance; and the chief factor in his appearance is his dress.

The man who wears "HOBBERLIN" clothes is always at ease on that score, for HE KNOWS he looks well. They look, fit and wear better and cost no more than others.

THE HOUSE OF HOBBERLIN, LIMITED

10171 101st St.

C. A. CALDER, Mgr.

Call in on your way home from the Fair.

"MUSIC HATH CHARMS TO SOOTHE THE SAVAGE BREAST"

But the music of the

THE KNABE PIANOS

charms the most finished and cultivated Artist.

A few minutes at the KNABE will fill your soul with melody and banish the weary cares of the day.

The KNABE will be an ornament in any home and will give an added charm to the Home Life.

THE KNABE is unequalled for
TONE QUALITY HARMONY EASY ACTION DURABILITY
RESPONSIVENESS TO TOUCH ARTISTIC APPEARANCE MONEY VALUE

HILL & SCOTT

10312 JASPER AVE.

PHONE 6445.

Here is the man with face serene
Who's house is always spotless clean,
And here is the wife with smiling face,
Who is ever proud of her cosy place.
Now what is the cause of all this joy,
Is it twice? A girl and a boy.
Oh, surely no—here are the facts
Her work is made easy with

CEDAR WAX

For it is Cedar-Wax that causes all who use it to have "the smile that won't come off."

Cedar Wax Polish

Made in Edmonton—Sold by all dealers

Moir Mfg. Co.

EDMONTON.

Consolation Prize Winner

Oh, see what the Cedar-Wax has done,
My floors all shine like the rising sun.
No need upon my knees to flop,
Just gently use the polish mop.

Ernest Brown Ltd.

PHOTOGRAPHERS

Edmonton.

THE IDEAL GIFT

IS THAT WHICH BEST
EXPRESSES REGARD
AND RADIATES PERSONALITY.

—YOUR PHOTO

TWO STUDIOS.

6072 Jasper—4th and Jasper

Prints Developed Free—Prints 3 Cts. Each.

To Customers & Fair Visitors

Regarding Your Footwear—

SHOES

Are a very great factor in your dress. Why not have the best in desirable

Summer Shoes



Comfortable, up-to-date, serviceable footwear, together with our courteous treatment is our best advertisement. Every shoe in our store possesses the earmarks of style, distinctiveness, quality and real value for your money.

Get into a pair of our shoes and you will not be bored with tired and aching feet during exhibition week.

American Shoe Store

10108 Jasper Ave., Near First Street

Sole Agents for Sorosis Shoes for Women and Nettleton Shoes for Men

WE LEAD

OTHERS MAY FOLLOW BUT AS

Edmonton's Leading Meat Market

WE ARE IN A CLASS OF OUR OWN

Selling only the finest meats that the markets afford our prices are the lowest consistent with quality.

COURTESY IN SERVICE
PROMPTNESS IN DELIVERY

P. BURNS & CO. LTD.

Packers and Shippers of

"Shamrock" Brand Hams, Bacon, Butter,
Lard and Eggs

TEN YEARS FROM NOW TRAINS RUNNING IN AND OUT OF EDMONTON WILL BE BURNING OIL

The oil will come from the great fields lying north and tributary to Edmonton. As yet, these great fields are practically undeveloped, but the work of drilling is steadily going on.

It is said that:

COMING EVENTS FORECAST THEIR SHADOW

So we believe that the oil boom of two years ago was the forerunner of a real and very substantial development of the great oil lands that in tributary to the Capital city of Alberta.

DO YOU KNOW THERE ARE WEALS IN THE CALGARY FIELD THAT ARE PRODUCING BIG GRADE OIL EVERY DAY?

Few people will believe it—but it is a fact!

WHAT THEN OF THE STILL GREATER OIL FIELDS NORTH OF EDMONTON

When already very reliable indications of oil existing in large quantities have been brought to earth.

The opening of the railway line from Edmonton to Fort McMurray is a great advantage in carrying on drilling operations with much greater economy and dispatch. The great oil fields NORTH OF EDMONTON are soon to become known from one end of the continent to the other.

Only there are hard-headed business men using their brains and resources to develop these great oil fields. Time alone will bring their reward, and such reward is coming surely and certain, and even sooner than most of us are wont to believe.

WHAT A WEALTH OF OIL HISTORY THESE YEARS HOLD FOR NORTH ALBERTA AND EDMONTON—Ten years, and every child running in and out of Edmonton will be learning as fast, the rich black oil from the depths of North Alberta soil. Would you care to learn more particulars regarding the vast oil fields north and adjacent to Edmonton? At your service any time. Exhibitions visitors cordially welcome.

THE NORTHERN FISCAL AGENCY

102 Williamson Bldg. Jasper East. Edmonton.

No Fancy Frills, Just Plain Business

That is what you want when it comes to

— DRUGS —

PURITY OF MATERIAL

ACCURACY OF PRESCRIPTION

COURTESY OF SERVICE

PROMPTNESS OF DELIVERY

That tells the story of the

JASPER PHARMACY

10051 Jasper Ave.

Phone 6226

OUR FAIR WEEK SPECIALS

50 Vanilla Custard Soap, 10 cakes 25c
Flp Rinsin, 8 for 10c
40c Almond or Violet Rain Lotion 10c
50c Sulfur for skin, etc., 5 lbs. 10c
Balgayre, genuine (less than wholesale price), per lb. 35c



EDMONTON EXHIBITION DAILY PROGRAM



"HOW HAPPY I COULD
BE WITH EITHER,
WERE T'OTHER FAIR
CHARMER AWAY."

THAT'S WHAT THEY
ALL SAY WHEN IT
COMES TO CHOOSING
BETWEEN THE

Knabe and Willis Pianos

THE FINEST SHOWN IN EDMONTON.

Do Not Fail to See and Hear Our Exhibit in the Manufacturers' Bldg.

HILL & SCOTT

10312 Jasper.

'Phone 6445

You Are Interested In WHITE STAR COFFEE

TRY A CUP FREE AT OUR BOOTH IN MANUFACTURERS' BUILDING. SEE WHAT
PERFECT COOKING IS THE RESULT WHEN YOU USE WHITE STAR GOODS.

PROGRAMME FOR TODAY

GRAND STAND PROGRAM.

1:30—Campbell—Transpolar Act.
2:00—Juggling, Vaudeville.
2:30—Helen Carson Trio.
3:00—Helen Carson Trio.
3:30—Helen Carson Trio.
4:00—Helen Carson Trio.
4:30—Helen Carson Trio.
5:00—Helen Carson Trio.

EVENING PROGRAM—The same as afternoon program, with the following extra features: "March and Review of the Allies," Military spectacle, staged, planned and produced under the personal direction of Mr. Chas. W. Jones, of Toronto. Vocal selections by the Artists Quartet, under the direction of Mr. W. D. Grant, Edmonton.

HEAVY HORSES

(To be judged in front of Grand Stand)
10:00—216—Clydesdale Horse Association Special.
10:00—216—Belgian Blood Mare.
10:15—214—Clydesdale Horse Association Special.
10:20—200—Belgian Blood Mare.
10:30—200—Belgian Blood Mare.
10:40—200—Belgian Blood Mare.
10:50—200—Belgian Blood Mare.
11:00—200—Belgian Blood Mare.
11:10—200—Belgian Blood Mare.
11:20—200—Belgian Blood Mare.
11:30—200—Belgian Blood Mare.

11:35—202—Suffolk Punch Stallion, 4 years and over.
11:40—202—Suffolk Punch Stallion, 4 years and over.
11:45—202—Suffolk Punch Stallion, 4 years and over.
11:50—202—Suffolk Punch Stallion, 4 years and over.
11:55—202—Suffolk Punch Stallion, 4 years and over.
12:00—202—Suffolk Punch Stallion, 4 years and over.

12:05—202—Suffolk Punch Stallion, 4 years and over.
12:10—202—Suffolk Punch Stallion, 4 years and over.
12:15—202—Suffolk Punch Stallion, 4 years and over.
12:20—202—Suffolk Punch Stallion, 4 years and over.
12:25—202—Suffolk Punch Stallion, 4 years and over.
12:30—202—Suffolk Punch Stallion, 4 years and over.

12:35—202—Suffolk Punch Stallion, 4 years and over.
12:40—202—Suffolk Punch Stallion, 4 years and over.
12:45—202—Suffolk Punch Stallion, 4 years and over.
12:50—202—Suffolk Punch Stallion, 4 years and over.
12:55—202—Suffolk Punch Stallion, 4 years and over.
1:00—202—Suffolk Punch Stallion, 4 years and over.

A Prize Winner Everywhere

White Rose Flour

"NOTHING FINER MILLED"

THE HOUSEWIVES FAVORITE

MILLED IN EDMONTON BY

Campbell & Ottewill

DON'T EXPERIMENT WITH YOUR EATING

The Phoenix Cafe

IS THE HOME OF THE SATISFIED.

OUR MENU IS INVITING
OUR PRICES FAIR
OUR SERVICE UNEXCELLED

9955 Jasper Avenue.

'Phone 1871.

LEARN TO SAY 'CYCO'

MADE IN THE CLEANEST CIGAR FACTORY ON EARTH.

TO OUR MANY FRIENDS, INCLUDING
FAIR VISITORS

We Have Removed From McLean Block, 10708 Jasper Ave. to
SCOTT BLOCK - 10827 Jasper Ave.
(NEAR 9TH STREET)

The Alexander - Hilpert Fur Co. Ltd.

CONTINUOUS PERFORMANCE OF BARGAINS THE YEAR
AROUND—ALL STAR CAST

BELL PIANOS MASTERS PIANOS VICTROLAS & PHONOLAS

We invite visitors to the Fair to Call at Our Store
10524 JASPER AVE.

SPECIAL FEATURE FOR FAIR WEEK ONLY

A BEAUTIFUL BELL PIANO

Walnut Case—slightly used; only \$165.00 Cash.

Regular Price of this was \$500.00.

The Masters Piano Co.

10624 Jasper Ave.

OUR PRINTING Is Helping To Make Alberta Famous

THREE ESSENTIALS: QUALITY, SERVICE, PRICE.

Whenever you see our imprint you know we have been able to take care of these three essentials.

Don't leave the city without a copy of "Edmonton Illustrated." For sale at all Stationers and News Stands.

THE ESDALE PRESS LIMITED

Telephones: 8501 and 8502.

EDMONTON.



FOLKS GET CURIOUS WHEN WE SAY

WE WILL SAVE THEM MONEY

Not on Luxuries, But on Plain Every Day Necessaries — We Cut Out Needless Expense and Give YOU the Added Value IN REDUCED COST.

When We Hit the Pocket Book We Interest You.

We Retail Groceries For Less and Are
Mail Order Money Savers.

Come and Talk With Us At Our Booth in the Manufacturers' Bldg.
Next to Marshall-Weils, or at

The Modern Method Store

10529 Jasper Ave.

"THE WHITE STORE"

'Phone 1510



F. H. K. M. R.
A. T. MAIRLAN,
Gen. Manager.
G. B. HAYES,
M.A.C.
Manager, Geological
and
Engineering Dept.
PHONE 4718.

Northern Fiscal Agency

Ground Floor, Williamson Bldg., Edmonton.



"WILL THE ANNUAL PRODUCTION OF PETROLEUM
WEALTH OF ALBERTA BE OVER 5 TIMES THE PRESENT
PRODUCTION OF THE CANADIAN GRAIN CROP WITHIN
THE NEXT TEN YEARS?"

"That is the reason I feel that these immense petroleum resources of the north should be immediately developed. This is just one of the little jack pots within the British Empire which will defray the war debt. Don't worry about taxes after the war. PRODUCE MORE WEALTH."

A. F. A. COYNE,

Gen. Northern Oil & Asphalt Co. Ltd.
The Manufacturers' Bldg. The Public and all shareholders from the company are respectfully invited to inspect our headquarters office, 102-103 Williamson Bldg., Jasper Ave. E. (Just opposite the Alberta Hotel).



SEE

The McLaughlin Motor Car

MANUFACTURERS' BUILDING

Stand No. 118.

MODERN
BRIDGE
WORK



Have Your

Teeth Examined Free

During Fair Week

CUT RATE AMERICAN DENTISTRY

WE PRACTICE THE GREATEST PAIN SAVING METHODS
KNOWN TO DENTAL SCIENCE

Gold and Porcelain Crowns | Gold, Silver and Porcelain
Fillings
Painless Extraction of
Teeth | 20th Century Expression
Plates

Drs. REEVE & BRUNER

Always Open Jasper Ave. West of Selkirk

OFFICE: 1-3-5 CRESTALL BLOCK, EDMONTON. PHONE: 6225

Over La Fleche Brothers Clothing Store

Lady in Attendance French and English spoken

